

# The effect of food consumption motivations and food-related personality traits on intention to recommend

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## ABSTRACT

### Keywords:

Food consumption motivations,  
Food-related personality traits,  
Intention to recommend.

### Article History:

Submitted: 15.09.2023

Revised: 26.02.2024

Revised: 09.04.2024

Accepted: 28.06.2024

Published Online: 28.06.2024

In order to better understand the food consumption process (before, during and after) in the travel experience, it is extremely important to reveal food consumption motivations and food-related personality traits and to determine their effect on the intention to recommend, which is one of the post-consumption intentions. Therefore, in this study, it is aimed to reveal the effect of tourists' food consumption motivations and food-related personality traits on their intention to recommend. The participants' food consumption motivations, food-related personality traits and their levels of recommendation intention were explained, it was concluded that food consumption motivations and food-related personality traits were effective on the intention to recommend. This study contributes to the expansion of the relevant literature while providing valuable suggestions to tourism stakeholders to facilitate the food consumption process in the travel experience and to attract tourists to the business.

## 1. Introduction


Food consumption in the travel experience process is a behavior that has socio-psychological, biological and sociological effects that are shaped by many factors (Bartkiene et al., 2019; Eertmans et al., 2001; Rozin & Vollmecke, 1986). In this context, to draw attention to the factors that initiate or affect the food consumption process is important for businesses, destinations or stakeholders. Each question such as "who", "what", "where", "when", "how", which is asked in order to understand the food consumption process, is a field of study for many different disciplines. For this reason, it is called a multidisciplinary field of study for the food consumption process (Köster, 2009; Mak et al., 2013). Food consumption motivations [FCM] are relatively new in tourism literature, although they have been discussed for many years, especially in sociology literature (Fischler, 1988; Wood, 1995). The majority of FCM studies examined in tourism have focused on explaining the motivations of tourists' local FCM (e.g., Dimitrovski & Crespi-Vallbona, 2017; Kim et al., 2009; Kim & Eves, 2012; Sthapit et al., 2023). These studies have a limited focus group in order to reveal the general FCM of tourists, which is a complex process. However, due to the heterogeneous nature of FCM and the existence of a globalized food and beverage culture, it was deemed necessary to evaluate and reveal the general FCM of tourists (Mak et al., 2017).


In addition to socio-demographic, psychological and physiological factors, another food-related factor affecting

the food consumption process is described as food-related personality traits [FPT] (Dovey et al., 2008; Edwards, et al., 2010). These personality traits are examined in terms of neophobia (anxiety about consuming new foods) and neophilia (enthusiasm towards consuming new foods) (Jezewska-Zychowicz et al., 2021; Raudenbush & Capiola, 2012). These features, which start before food consumption and distinguish the individual from others in the consumption process, also affect the future intentions that occur after food consumption (Bargiota et al., 2013; Dematte et al., 2013). Recommendation intention, which is one of the future intentions, is realized through positive word of mouth communication, which is formed by the effect of positive emotions obtained from the product or service experience. Indeed, the individual may intend to tell those around him about the experience he has had and for them to have this experience (Bigne et al., 2001; Moon, 2021). The fact that business owners recognize the motivations and personality traits of their current and potential consumers and develop strategies in this direction may raise them to a recommended business position. This is an issue that needs attention in order to provide positive feedback for businesses (Berger, 2014; Luo, 2009). Increasing the recommendation level of businesses is an important opportunity for businesses to maintain market share, ensure sustainability and gain competitive advantage.

The fact that food consumption intentions do not occur randomly during the travel experience process and that many factors are influential behind it makes the field of

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study valuable. Although the travel experience process has been extensively studied in the field of tourism (e.g., Cohen et al., 2014), studies on understanding the antecedents and successors affecting food consumption during travel are limited. The food consumption motivations that have been examined have generally been within the context of local food consumption (e.g., Kim et al., 2009). It has also been observed that there is a limited number of studies on determining the general food consumption motivations of tourists. On the other hand, food-related personality traits, which are understood to have an impact on food consumption intentions, are among the current concepts that have recently been focused on in the related literature.

It may be important to examine the effects of food consumption motivations, which reveal the expectations in the food consumption processes of tourists during their travels, and food-related personality traits, which reveal psychological factors against new foods, on food experience and future intentions formed after the experience. As a matter of fact, being able to reveal with empirical evidence that food consumption motivations and food-related personality traits may be among the factors behind food consumption intentions in the travel experience process may be beneficial for the tourism activities of businesses and destinations and may contribute to the expansion of the related literature.

Additionally in many studies carried out in different geographies such as Europe, Central Asia, the Middle East and North America by Correia et al. (2020), Cohen and Avieli (2004), Ji et al., (2016), Ryu and Jang (2007), Tao (2012) or Williamson and Hassanli (2020) it has been revealed that the factors affecting the food consumption process vary. Therefore, the FCM scale created by Mak et al., (2017) was applied for the first time on Turkish tourists with this study. In this direction, the effect of FCM and FPT on the Intention to Recommend IR in the travel experiences of Turkish tourists constitutes the model of the study.

The data for this study were obtained only from domestic tourists who experienced food and beverage businesses with tourism business certificates in the center of Izmir province. Judgmental sampling method was used to determine the food and beverage businesses between 25/09/2020-25/11/2020 and convenience sampling method was used to determine the participants who experienced these businesses. A total of 410 questionnaires were conducted and incorrectly completed questionnaires were excluded from the data set. In the end, 389 questionnaires were analyzed.

In this study, recommendation intention, which is one of the future behavioral intentions shaped by the effect of food consumption intentions, is considered as the dependent variable, while tourists' food consumption motivations and neophobia-neophilia personality traits are included in the research model as independent variables. This study aims to provide empirical evidence on tourists'

food consumption intentions around motivations and personality traits in the travel experience.

## 2. Literature Review

### *Relationship between Food Consumption Motivations (FCM) and Intention to Recommend (IR)*

When it comes to tourist motivations, the first questions that come to mind are what are the reasons that lead people to any tourism activity, how this process develops and what factors are effective (Crompton, 1979; Dann, 1981). These questions have been tried to be explained by various theories. Maslow's Hierarchy of Needs (1943), Dann's (1977) Push and Pull factors, Pearce's (1988) Travel Career Ladder, Plog's (1974) Alocentrism/Psychocentrism and Iso-Ahola's (1982) Seeking and Escaping theories are the theories on which the conceptual framework is based. Food consumption in tourism should not be considered as a simple behavior as in daily life. Chang et al. (2010), Kivela and Crofts (2006), Mak et al. (2012b), emphasized that motivations are both one of the most important driving forces in the realization of food consumption behavior and one of the factors for tourism motivation. Food consumption can be one of the supporting reasons in the travel motivation of the consumer, or it can be the main factor in participating in any tourism activity called "peak experience". This is mostly related to the diversity of factors that emerge within the framework of consumers' tourism motivation and their motivations for food and beverage consumption (Quan & Wang, 2004; Richards, 2003). FCM are evaluated within the framework of factors such as authentic experience, prestige, culture, price/value, innovation, health, familiarity, eating habits, and pleasure (Bartkiene et al., 2019; Chang et al., 2010; Fields, 2002; Tse & Crofts, 2005).

Authenticity is defined as original, genuine and authentic values. In addition to being interesting experiences for tourists, authentic foods unique to the region affect leaving the destination with satisfaction and the formation of future intentions (Tsai & Lu, 2012). Talking about an authentic food experience after the travel experience, sharing the name of the business or taking photos of it are considered as prestige elements (Kim et al., 2009). Prestige motivation starts to be effective in destination choice and continues after the experiences obtained from the destination (Ryu & Jang, 2007). Foods that differ from the routine food experience such as authentic, luxury, exotic, which means unique food experiences for tourists, are assumed as a prestige element in the travel experience process. Dougherty and Green (2011) and Kim et al. (2010) identified word of mouth as the most common source of information about authentic food-related activities.

In the food and beverage culture of some countries, dinners lasting long hours are an example of interpersonal and cultural motivation, which is one of the food consumption motivations. Food consumption motivations that vary by food type, such as halal food consumption or pork

consumption, are also a result of the culture factor (Bon & Hussain, 2010; Kim et al., 2009). Interpersonal and cultural motivation is seen as one of the strongest drivers of food consumption motivations (Mak et al., 2017). Meeting new people, spending time with family and friends and sharing in the food consumption is one of the FCM in the travel experience (Sparks et al., 2003). Although culture is one of the most important factors affecting the food consumption, intercultural differences create differences in FCM at the same rate (Prescott et al., 2002). Tao (2012) concluded that cultural exploration, interpersonal association motivation in the food consumption process affects the IR.

The sense of quality and assurance to be obtained from the price to be paid for food consumption during the travel experience is one of the important factors in the formation of price/value and assurance motivation. Assurance requires both the highest service quality and the highest hygiene standards (Mak et al., 2017). For this reason, it is one of the important motivation factors in tourists' food consumption processes. Nield et al. (2000), Alford and Biswas (2002) stated that since meeting price/value and security motivation increases the satisfaction level of tourists, their future intentions after food consumption will increase at the same rate.

Tourists may not always be hedonically motivated in their food consumption processes in their travels, they may want to have healthy, beneficial experiences with health concern motivation. For this reason, the health factor is at a critical point when considering the place of food consumption motivations in the travel experience (Chang et al., 2010). It is thought that providing food and beverage businesses with services that will reduce health concern motivation through various practices will have positive results for the business (Iqbal et al., 2021). Cohen and Avieli (2004), Hall and Sharples (2004) emphasize the need to pay attention to the motivation of health concerns in the food consumption process so that tourists can leave their travel experiences with positive emotions and create positive intentions.

The familiarity and eating habit motivation factor constitutes the extension dimension identified in the tourist paradox in food consumption motivations proposed by Mak et al. (2012a). Consumers with high familiarity and habit motivation are likely to believe that foods they have not experienced before will have negative consequences (Plog, 1974). Correia et al. (2020) stated that the differences in the factors of international tourists affecting the IR are due to the motivation factor of familiarity and eating habits. Having familiarity and motivation for eating habits reduces the risks on food and affects future intentions by increasing food consumption (Mak et al., 2012a; Mak et al., 2012b).

The atmosphere, presentation and taste of food and beverage establishments are each defined as sensory and contextual pleasure factors (Kivela, 1997; Mak et al., 2017). Sensory and contextual pleasures are attractive motivations that lead tourists to food consumption

behavior (Kivela, 1997). While destinations and businesses that provide sensory and contextual pleasures and provide a basis for positive emotions are attraction centers for tourists, sensory and contextual experiences that cause negative feelings about food or business are obstacles for tourists (Sulek & Hensley, 2004). Goossens (2000) considered sensory and contextual pleasures as one of the motivational factors that mediate consumers' behavioral intentions.

These FCM factors in the process of travel experiences may affect tourists' destination preferences, satisfaction, recommendation and revisit intentions (Mak, Lumbers & Eves, 2012; Tao, 2012). Based on the studies in the literature, the hypotheses developed for the research is as follows:

- H1:** Novelty and diversity seeking motivation factor is positively effective IR.
- H2:** Authentic experience and prestige motivation factor is positively effective on the IR.
- H3:** Interpersonal and cultural motivation factor is positively effective on the IR.
- H4:** Price, value, and assurance motivation factor is positively effective on the IR.
- H5:** Health concern motivation factor is positively effective on the IR.
- H6:** Familiarity and eating habits motivation factor is positively effective on the IR.
- H7:** Sensory and contextual pleasure motivation factor is positively effective on the IR.

#### *The Relationship between Food-Related Personality Traits (FPT) and Intention to Recommend (IR)*

FPT are one of those that affect the food consumption process of individuals and determine their consumption habits (Kim et al., 2010; Veeck, 2010). FPT, which express feelings and attitudes towards experiencing new foods, have been defined by the concepts of neophobia and neophilia. Individuals who are afraid of trying a new food and are eager to try the new food have been defined respectively as neophobic and neophilic individuals (Pliner & Salvy, 2006; Raudenbush & Capiola, 2012). While food neophobia refers to dislike of the sensory properties of food, worrying about the negative consequences of experiencing food, and feeling disgusted by the nature of food, food neophilia is being unwavering, relaxed and adventurous in consuming food (Previato et al., 2015).

#### *Omnivorous Paradox*

To understand the food consumption process and modern dietary adaptation, it is necessary to take a look at the evolutionary history of humanity. Food consumption tendencies that have changed throughout history have always been in a relationship with each other. Food

consumption habits in the Paleolithic period were influenced by various factors until today's modern food consumption habits (Alley & Potter, 2011; Fischler, 1988; Garai-Fodor, 2021). With human evolution, an enlarged brain, a shrinking large intestine, and an elongated small intestine necessitated the consumption of nutritious food (Armelagos, 2014).

However, personal differences emerged in this process. When we look at the evolutionary history of humanity, being careful in the food consumption process has become a prerequisite for food consumption due to the living conditions and unknown foods that may threaten human health (Rozin & Vollmecke, 1986). Rozin (1976) explained the “omnivorous paradox” by arguing that in the process of food consumption, people were always in danger of eating something harmful (unusual) or eating something good too much (excessive), so they had to act wisely. The stimuli, biocultural characteristics and personal experiences in the food consumption process mediate the place of humans in the omnivorous paradox. This paradox plays a fundamental role in the development of FRT (Alley & Potter, 2011; Okumus et al., 2021; Veeck, 2010).

Neophobic individuals create a defense mechanism and avoid consuming any food that they are not sure of its content because they consider it potentially harmful (Lähteenmäki & Arvola, 2001). Individuals with high food neophobia tend to avoid new foods as a precaution against the fear of poisoning (Chapman & Anderson, 2012). Apart from the fear of poisoning, the predominance in the individual's mind of possibilities that prevent the individual from taking steps to experience the new food, such as the fear of bad taste or disgust, is the triggering factor (Ammann, Hartmann, & Siegrist, 2018). Neophobia is a negative factor for the promotion and marketing of food and beverages in tourism activities and for the formation of

loyalty intentions in consumers (Tuorila et al., 2001; Williamson & Hassanli, 2020).

Neophobia changes the consumption process by affecting FCM (Arvola et al., 1999). In this respect, neophobia starts before food consumption and continues after consumption (Tuorila et al., 2001). For this reason, as factors that increase the level of neophobia in food and beverage businesses increase, behavioral intentions develop negatively (Williamson & Hassanli, 2020). Food neophobia, which is a negative stimulus towards unfamiliar foods, also triggers behavioral intentions negatively (Hashemi et al., 2023).

On the other hand, Neophilia, which creates adventurousness towards new foods in the food consumption process by affecting FCM, starts before the food consumption process and continues after the food consumption process, just like neophobia (Tuorila et al., 2001). Ji et al. (2016) emphasizes that having the opportunity to experience innovations in the food consumption process paves the way for the emergence of positive emotions in the food consumption experience for neophilic individuals. The moment when a neophilic tourist encounters products that he has not seen or had the opportunity to experience before is exciting and active, so he is motivated by positive feelings and has a high tendency to experience the new food and have positive behavioral intentions (Pliner & Hobden, 1992). There is a direct proportion between neophilia and satisfaction level. Individuals with the neophilic personality trait desire to re-experience and recommend the food and beverage establishments, festivals or destinations they have experienced (Kim et al., 2010). Based on the studies in the literature, the hypothesis developed for the research is as follows:

**H8:** Neophobia is negatively effective on IR.

**H9:** Neophilia is positively effective on IR.

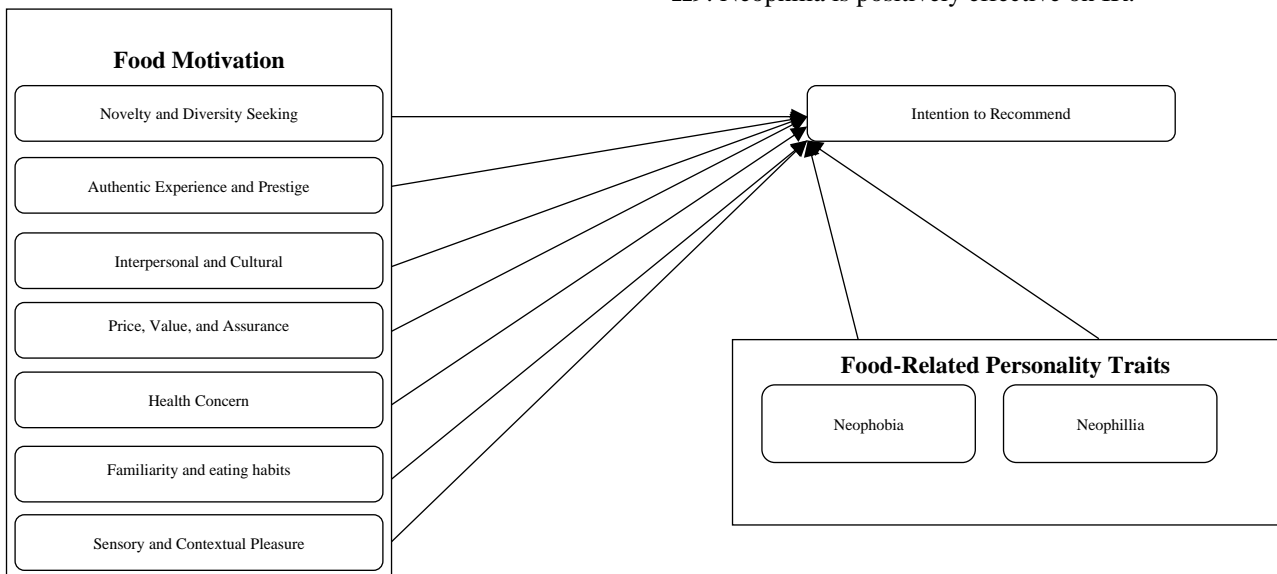


Figure 1: Hypothesized Research Model

### 3. Methodology

#### *Data Collection Instruments*

Tourist FCM were measured with a 31-item, seven-factor scale developed by Mak et al. (2017). These factors are; Innovation and Diversity Seeking, Health Concern, Interpersonal and Cultural, Authentic Experience and Prestige, Price, Value and Assurance, Familiarity and Eating Habits, Sensory and Contextual Pleasure. FPT were measured with a 10-item scale, five positive (neophilia) and five negative (neophobia), developed by Pliner and Hobden (1992). Neophobia and neophilia were measured in two factors and included in the study. IR was measured with a three-item, one-factor scale developed by Zeithaml et al. (1996).

Research data were obtained through questionnaires containing primary data. The questionnaire form used consists of two parts, three scales and 38 items in total. In the first part of the questionnaire, there are questions about the demographic characteristics (age, gender, income, education level, marital status) of the participants, in the second part there are items about FCM, FPT and the IR.

#### *Sampling and Data Collection Method*

The universe of this research was carried out in İzmir, one of the important tourism and gastronomy cities of Türkiye. The universe covers the food and beverage businesses with tourism operation certificate in the city center of İzmir, which are determined according to the latest updated list of the İzmir Ministry of Culture and Tourism. Domestic tourists who have experienced these professional businesses are targeted. However, due to the inability to reach the entire population, non-random sampling methods were used, while judgmental sampling method was used to determine the food and beverage businesses, convenience sampling method was used to determine the participants who experienced these businesses. A total of 410 people were surveyed, and the incorrectly filled questionnaires were excluded from the data set by excluding them from the analysis. Analyses were carried out with 389 questionnaires, which were large enough to represent the population at a rate of 95% and generalize to the entire population. (Bryman, 2016).

#### *Data analysis*

Within the scope of the research, the data obtained with the questionnaires were analyzed through the statistical analysis program. The scales were subjected to reliability, validity, frequency and descriptive analyses. After multiple linear regression analysis was performed to determine the effect of the independent variables (FCM, FPT) on the dependent variable (IR), which is the main purpose of the study.

#### *Research Findings*

This part of the research consists of the findings obtained through statistical analysis methods of the research data and the interpretations of these findings.

#### *Demographic Features*

When the data obtained within the scope of the research is examined, 74% of the participants are female and 26% are male. When the age ranges are examined, 54.8% has the highest age range of 18-25, and 2.3% has the lowest age range of 55 and over. While 65% of the participants have an associate degree or undergraduate degree, 9% of them are graduates. Considering the marital status of the participants, 68.1% are single and 31.9% are married. Finally, the income status of the participants was examined. While 48.1% have a monthly income of 2350 Turkish Liras (TL)-4000 TL, only 5.2% have a monthly income of 4001 TL-5650 TL.

#### *Measurement Model*

As a result of scales evaluation, it was found that each factor had a value above 0.70. Accordingly, it was concluded that the scale had internal consistency. Since the obtained values are above 0.70, it is considered as a "good" reliability score (Fornell & Larcker, 1981). The conditions were met since the results of the Barlett test performed to determine whether the correlations between the variables are at a sufficient level were  $p=0.000$  and the results of the KMO (Kaiser-Meyer-Olkin) test performed to determine the sample adequacy were between 0-1 (Hair et al., 2010).

As a result of the exploratory factor analysis, since the factor loads of the expressions related to the Innovation and Seeking Diversity factor were below the recommended value of 0.50, the analysis was repeated. According to the results of the second exploratory factor analysis applied in this study, it was determined that the FCM scale consisted of six factors. However, in the second analysis, the "MovAEP1" expression of the MovAEP factor was excluded because the factor load was loaded on more than one factor. Then, in the repeated analysis, the expression "MovPVA4" of the MovPVA factor was excluded from the study because it had a factor load of less than 0.50 (Kaiser, 1974) and distorted the loads and groups of other factors. The final factor analysis results are the shown total explained variance value was calculated as 65.981% in Tables 1. As a result of the factor analysis; "price, value and assurance motivation in food consumption" (MovPVA), "authentic experience and prestige motivation in food consumption" (MovAEP), "interpersonal and cultural motivation in food consumption" (MovIC), "sensory and contextual pleasure motivation in food consumption" (MovSCP), "health concern motivation in food consumption" (MovHC), and "familiarity and eating habit motivation in food consumption" (MovFEH) sub-factors were confirmed. Obtained results are given in Table 1.

**Table 1: FCM Exploratory Factor Analysis Results**

Dimensions /Factors	Expressions	Factor Loadings	% Eigen	% variance	% Cumulative	Cronbach
MovPVA	MovPVA3	.779	3.527	15.334	26.265	0.886
	MovPVA6	.779				
	MovPVA5	.762				
	MovPVA2	.701				
	MovPVA1	.636				
	MovAEP3	.775				
	MovAEP6	.710				
MovAEP	MovAEP5	.646	2.514	10.930	26.265	0.713
	MovAEP4	.548				
	MovAEP2	.503				
	MovIC3	.765				
MovIC	MovIC4	.733	2.379	10.342	36.607	0.773
	MovIC2	.654				
	MovIC1	.549				
	MovSCP1	.751				
MovSCP	MovSCP3	.702	2.355	10.239	46.846	0.842
	MovSCP2	.688				
	MovHC1	.838				
MovHC	MovHC2	.811	2.319	56.928	56.928	0.792
	MovHC3	.676				
	MovFEH3	.784				
MovFEH	MovFEH2	.731	2.082	9.054	65.981	0.750
	MovFEH1	.683				

\* Inference Method: Principal Component Analysis  
 \* Rotation Method: Varimax with Kaiser Normalization  
 Source: Elaborated by Authors

The sub-factors “neophilia” (NEOF) and “neophobia” (NEOP) were confirmed. The total explained variance value of the 2 factor groups was calculated as 59.954% and it was found sufficient as it exceeded 50% (Kaiser, 1974). Obtained results are given in Table 2.

**Table 2: FPT Exploratory Factor Analysis Results**

Dimension / Factors	Expressions	Factor Loadings	% Eigen	% Variance	% Cumulative	Cronbach
NEOF	NEOF3	.821	3.294	32.943	32.943	0.827
	NEOF1	.821				
	NEOF4	.805				
	NEOF2	.738				
	NEOF5	.575				
NEOP	NEOP2	.735	2.701	27.010	59.954	0.803
	NEOP5	.734				
	NEOP1	.710				
	NEOP4	.700				
	NEOP3	.694				

\* Inference Method: Principal Component Analysis  
 \* Rotation Method: Varimax with Kaiser Normalization  
 Source: Elaborated by Authors

Since IR is used unidimensionally in the literature, an evaluation was made on a single factor in this study as well. As a result of the factor analysis, the total explained variance value was calculated as 87.495% and it was found sufficient as it exceeded 50% (Hair et al., 2010). Obtained results are given in Table 3.

**Table 2: IR Exploratory Factor Analysis Results**

Dimension / Factors	Expressions	Factor Loadings	% Eigen	% Variance	% Cumulative	Cronbach
IR	IR1	.940	2.625	87.495	87.495	.928
	IR2	.945				
	IR3	.921				

\* Inference Method: Principal Component Analysis  
 Source: Elaborated by Authors

In order to determine whether the factors have discriminant validity, the  $\sqrt{OAV}$  value, which is one of the correlation loads of each factor with other factors, should be higher (Fornell & Larcker, 1981). According to the results of the

analysis, the  $\sqrt{OAV}$  scores of each factor are higher than the correlation coefficients. In this context, the discriminant validity condition of the factors used in the research was met. Obtained results are given in Table 4.

**Table 3: Discrimination Validity Results of Factors Used in the Study**

Faktors	MovAEP	MovIC	MovPVA	MovHC	MovFEH	MovSCP	NEOP	NEOF	IR
MovAEP	0.644								
MovIC	.436 **	0.680							
MovPVA	.427 **	.561 **	0.644						
MovHC	.280 **	.390 **	.464 **	0.778					
MovFEH	.377 **	.377 **	.526 **	.387 **	0.734				
MovSCP	.430 **	.585 **	.633 **	.402 **	.426 **	0.714			
NEOP	-.118 *	-.195 **	-.132 **	.003	.159 **	-.204 **	0.715		
NEOF	.370 **	.576 **	.466 **	.248 **	.185 **	.566 **	-.483 **	0.758	
IR	.265 **	.418 **	.405 **	.184 **	.268 **	.404 **	-.223 **	.424 **	0.935

Note: Values in bold  $\sqrt{OAV}$  indicate scores.  
 Source: Elaborated by Authors

The descriptive statistical results of the sub-factors of the FCM scale, FPT and IR scales used in the study were

calculated over the average. Obtained results are given in Table 5.

**Table 4: Descriptive Statistics Results**

Factors	N	$\bar{x}$	Standard deviation
MovAEP	389	2.8113	.76487
MovIC	389	3.4916	.76431
MovPVA	389	3.9810	.79298
MovHC	389	3.3256	.98569
MovFEH	389	3.5878	.87019
MovSCP	389	3.9786	.84602
NEOP	389	2.9656	.79829
NEOF	389	3.4057	.85462
IR	389	3.6461	.86694

MovAEP=Authentic Experience and Prestige MovIC=Interpersonal and Cultural, MovPVA= Price, Value and Assurance MovHC=Health Concern, MovFEH=Familiarity and Eating Habits, MovSCP=Sensory and Contextual Pleasure, NEOP=Neophobia, NEOF=Neophilia, IR=Intention to Recommend.  
 Source: Elaborated by Authors

When the responses of the participants were examined, the factors with the highest averages were price, value and security ( $\bar{x}$ =3.98), sensory and contextual pleasure ( $\bar{x}$ =3.97). The factor with the lowest average is authentic experience and prestige ( $\bar{x}$ =2.81).

**Hypothesis testing**

Since the 90.0 confidence interval is an acceptable confidence interval according to various researchers, the multiple linear regression analysis was analyzed by considering the 90.0 confidence interval (Tosun et al., 2015). According to the results of the multiple linear

regression analysis, interpersonal and cultural ( $\beta$ MovIC>>IR=0.153,  $t$ =2.471,  $p$ =.014), price, value and assurance ( $\beta$ MovPVA>>IR=0.145,  $t$ =2.232,  $p$ =.026), familiarity and eating habits ( $\beta$ MovFEH>>IR=0.102,  $t$ =1.807,  $p$ =.072), from factors of FCM, positively and significantly affects the IR. Accordingly, H3, H4 and H6 were supported. On the other hand, it was concluded that authentic experience and prestige ( $\beta$ MovAEP>>IR=0.004,  $t$ =0.068,  $p$ =.946), health concern ( $\beta$ MovHC>>IR=-0.060,  $t$ =-1.173,  $p$ =.241), and sensory and contextual pleasure ( $\beta$ MovSCP>>IR=0.088,  $t$ =1.355,  $p$ =.176), from sub-dimensions of food motivation, did not positively and significantly affect the IR. Therefore, H2, H5 and H7 were

not supported. In addition, it was determined that neophobia ( $\beta_{NEOP} >> IR = -0.090$ ,  $t = -1.717$ ,  $p = .087$ ) positively and significantly affected the IR. Thus, H8 was accepted. Finally, it was determined that neophilia

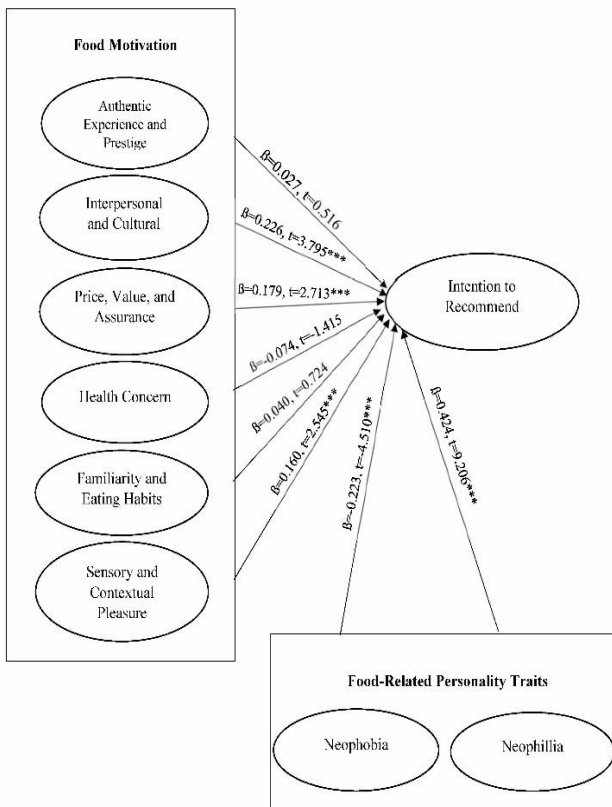
( $\beta_{NEOF} >> IR = 0.169$ ,  $t = 2.611$ ,  $p = .009$ ) positively and significantly affected the IR. In this context, H9 was supported. Obtained results are given in Table 6.

**Table 6: FCM and FPT Multiple Linear Regression Analysis Results**

Model	Std.	Beta	t	p - value	tolerance	VIF	90.0 Confidence interval	
							low	high
<b>Factors</b>	.316		4,924	.000			1.035	2.076
<b>MovAEP</b>	.059	.004	.068	.946	.716	1.398	-.093	.101
<b>MovIC</b>	.070	.153	2.471	.014**	.502	1.991	.058	.290
<b>MovPVA</b>	.071	.145	2.232	.026**	.455	2.199	.042	.276
<b>MovHC</b>	.045	-.060	-1.173	.241	.728	1.374	-.128	.022
<b>MovFEH</b>	.056	.102	1.807	.072*	.606	1.651	.009	.194
<b>MovSCP</b>	.066	.088	1.355	.176	.459	2.178	-.020	.199
<b>NEOP</b>	.057	-.090	-1.717	.087*	.699	1.431	-.192	-.004
<b>NEOF</b>	.066	.169	2.611	.009**	.458	2.182	.063	.280
<b>Durbin - Watson=2.121</b>	$AR^2 = 0.252$	$R^2 = 0.267$	$F = 17.336$					

MovAEP = Authentic Experience and Prestige MovIC = Interpersonal and Cultural, MovPVA = Price, Value and Assurance MovHC = Health Concern, MovFEH = Familiarity and Eating Habits, MovSCP = Sensory and Contextual Pleasure, the dependent variable = IR (Intention to Recommend) \*\* $p < 0.05$ , \* $p < 0.1$ .  
Source: Elaborated by Authors

According to the statistical results of the research model, it is concluded that FCM factors and FPT are effective at different rates on IR.



**Figure 2: Statistical Results of the Research Model**

Source: Elaborated by Authors

#### 4. Discussion And Conclusions

In this study, the responses of the participants to the FCM, FPT and IR scales, which are used to reveal the effects of FCM and FPT on the IR, were analyzed. In this research

carried out in the city center of Izmir, the FCM factors of tourists with the highest average are the factors of price, value and security, sensory and contextual pleasure. This finding is similar to the average of FCM factors obtained in the studies of Mohd-Any et al. (2014), Diken and Girgin (2018).

On the other hand, motivation factor for food consumption with the lowest average is authentic experience and prestige. This is thought to be due to the effects of changing priorities in the pandemic process (Bazett-Jones et al., 2021; Madan et al., 2021; Smaira et al., 2021). The results obtained suggest that the amount of price to be paid by the tourists participating in the research for their food consumption is an important FCM factor, and in this respect, it is considered that the food service received and the amount to be paid are considered to meet each other in the most appropriate way. The fact that sensory and contextual pleasures are one of the other important FCM factors is thought to be due to the fact that the pleasure factor, which is at the forefront during the travel experience of tourists, is also reflected in the food consumption process.

When the effect of FCM on tourists' IR is examined, interpersonal and culture, price, value and security, familiarity and eating habits, which are among the FCM factors, positively affect the IR. On the other hand, it was concluded that authentic experience and prestige, health concern and sensory and contextual pleasure, which are among the motivation factors for food consumption, do not have a positive effect on the IR. These results support that the motivations of tourists in the emergence of the IR vary. The findings obtained are similar to the findings obtained in the study results of Tao (2012), Tsai and Lu (2012), Correia et al. (2020), Balıkoğlu et al. (2020).

It has been concluded that neophobia from FPT negatively affects the IR, while neophilia has a positive effect on the IR. It can be said that neophobic, who is not easily involved



in food consumption, are less involved in the IR, which is one of the future intentions realized after consumption, compared to neophilics. Therefore, it is thought that two different traits are revealed on the IR, by examining the FPT both negatively and positively. The findings obtained support the findings in the studies of Kim et al. (2010), Ji et al. (2016), Williamson and Hassanli (2020). In the study carried out in the sample of Izmir in Türkiye, it was determined that the FCM and FPT were effective by 26.7% on the intention of domestic tourists to recommend food and beverage businesses with tourism operation certificates. Accordingly, some suggestions were presented for tourism stakeholders and researchers interested in the subject.

### ***Recommendations And Limitations***

The effects of price, value and reassurance, interpersonal and cultural, familiarity and eating habits motivation factors, neophobia and neophilia on IR were revealed. For this reason, it is necessary to consider FCM and FPT in the strategies to be carried out in terms of tourism stakeholders. In order to address interpersonal and cultural motivation, which is one of the motivation factors for food consumption, which is effective in the emergence of the IR, businesses are recommended to create a restaurant layout and presentation style, where tourists can be together during their food experience, which communicate with family and friends or new people, and to develop service according to the cultural characteristics of current and potential tourists.

The arrangement of various organizations that will increase interaction in food and beverage businesses can positively affect interpersonal and cultural motivation. On the other hand, the fact that tour operators organize various events in food and beverage businesses by bringing together tourists from different cultures can positively affect interpersonal and cultural motivation. One of the motivation factors for food consumption, which is effective in the emergence of the IR, has been identified as price, value and assurance. Therefore, it can be said that the price, value and security of experiences in the food consumption process are important for tourists. For this reason, food and beverage businesses should consider the price and value awareness of tourists, give importance to correct pricing policies and to create safe products and services that will meet the price.

Familiarity and eating habits, which are among the motivation factors for food consumption, were determined as another factor affecting the emergence of the IR. For this reason, foods that tourists are accustomed to eat and see on their tables during daily food consumption should be included in food and beverage businesses. Thus, tourists, who perceive new (unfamiliar) foods as a risk, and have the motivation of eating habits and familiarity, can be allowed to consume foods that they are familiar with both in appearance and taste.

Among the neophobia factor expressions, which are effective in the emergence of the IR, the expression "I am very particular about the food I eat" has the highest average, while the expression "I try new foods at dinner invitations" has the highest average. In the process of food consumption, necessary menu planning and services should be implemented, taking into account the level of openness of tourists to innovations.

On the other hand, in order to ensure that tourists with high neophobia levels are more comfortable and flexible in the food consumption process, businesses that offer food and beverage services should include world cuisine in their menus and be able to appeal to the eating habits of different nations in food culture. In addition, the materials used in the production of each product on the menu should be included in detail in order to reduce the level of neophobia in the travel experiences of tourists with high neophobia levels and to include them more easily in the food consumption process.

Tourists with a high degree of food neophobia show little interest in new foods. For this reason, attention should be paid not only to food but also to the type of food advertisements in order to increase the energy and excitement of neophobic tourists. It should be emphasized that countries create unique brands and images for their own identities. In this way, businesses will be able to help consumers increase their new food experiences by increasing the food consumption process that results in positive emotions.

The unique and different foods to the destination in the travel experience represent a new food culture experience for tourists. In this respect, seeking novelty and diversity is both one of the motivations for food consumption and a trait of neophilia. It is suggested that food and beverage businesses should include new, creative products and services that reflect the food and beverage culture of the destination.

Consumers intending to recommend are one of the promotional potentials for businesses or destinations. In this respect, food and beverage businesses should not ignore FCM and FPT that affect the IR. FCM and FPT, which are among the factors that reveal the IR, lay the groundwork for an increase in the IR. For this reason, digital sharing platforms, travel and food blogs can be created by local destination managers, which include the comments of tourists who have experienced food and beverage businesses. Thus, recommended food and beverage businesses or foods can be evaluated as a potential for new experiences. On the other hand, the factors affecting the recommending behavior can be observed by the businesses, and by paying attention to these factors, differences in the market share can be created.

Tourists may want to re-experience the foods they have experienced before due to their FCM and FPT. Therefore,

businesses should use standard recipes for the foods they offer and should be able to offer the same flavors when visited again. In the study, the IR, which is one of the future intentions, was used as the dependent variable. The intention to revisit, one of the future intentions, can be examined by associating it with FCM and FPT in future studies.

Factors such as socio-demographic characteristics, dietary patterns, living conditions, economic welfare, sociocultural relations, mood, past experiences, physical facilities of enterprises and service type are effective on the effect of FCM and FPT on food consumption and future intentions. In future studies, variables can be examined together with these factors. FCM have been supported by related studies that FPT are related to tourists' demographics. Therefore, expressions of demographic characteristics can be expanded and analyzed in future studies.

The study was carried out in the city center of Izmir in Türkiye and the data were collected only from food and beverage businesses with tourism operation certificate. Since the findings cannot be generalized, future studies will help to get to know the tourists better and expand the relevant literature if they are carried out in different samples. In this way, new researchers will be offered the opportunity to make comparisons.

In future studies, a sample of foreign tourist participants from different nationalities can be created. Thus, domestic and foreign tourists can be categorized within the framework of the research topic. In addition, the research topic can be measured using a different method. For this, it can be suggested to use semi-structured qualitative research method with predetermined questions. Thus, the research subject will be determined by both quantitative and qualitative methods.

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**INFO PAGE**

The effect of food consumption motivations and food-related personality traits on intention to recommend

**Abstract**

*In order to better understand the food consumption process (before, during and after) in the travel experience, it is extremely important to reveal food consumption motivations and food-related personality traits and to determine their effect on the intention to recommend, which is one of the post-consumption intentions. Therefore, in this study, it is aimed to reveal the effect of tourists' food consumption motivations and food-related personality traits on their intention to recommend. The participants' food consumption motivations, food-related personality traits and their levels of recommendation intention were explained, it was concluded that food consumption motivations and food-related personality traits were effective on the intention to recommend. This study contributes to the expansion of the relevant literature while providing valuable suggestions to tourism stakeholders to facilitate the food consumption process in the travel experience and to attract tourists to the business*

**Keywords:** Food Consumption Motivations, Food-related Personality Traits, Intention to Recommend

**Authors**

Full Name	Author contribution roles	Contribution rate
<b>Eylem Üstünsoy:</b>	Data Collection, Discussion, SPSS Application, Paper Preparation	60%
<b>Nilüfer Şahin Perçin:</b>	Literature Review, collection, Discussion, Conclusion	40%

**Author statement:** Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards. **Declaration of Conflicting Interests:** The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article

**Ethics Committee Satatement:** Ethics committee report is available for this research and it has been documented to the journal.

**Ethics committee:** Nevşehir Hacı Bektaş Veli University Scientific Research and Publication Ethics Committee

**Date of ethics committee decision:** 11.06.2021

**Ethics committee decision number:** 7/211